

Program Data Sheet

| | | | |
|--|-------------------------------|--|-----------------|
| Name of Event: New Years Eve Bash at the Bowl | | x | Pilot Program |
| | | | Revised program |
| | | | Repeat Program |
| Date: 12-31-03 | Day of Week: wednesday | Time: 0800-2400 hours | |
| Location: Bowling Center | Information Phone #: 788-2939 | Price: \$65.00/ 25.00/ \$12.50 | |
| Program Coordinator: Chip Wikan, Chuck McIntyre | | | |
| Phone #:788-2939 | Fax #:same | e-mail Address:bowling@Monroe.army mil | |
| Purpose of the Event: New Years Eve Bash to generate revenue | | | |
| Indicator/Measure of Success: profitability and Morale event | | | |
| After Action Report (AAR) Comments from Prior Event(s): No evidence of former events..... | | | |

Key POCs

| Name | Requirements | Phone # | Fax # | e-mail | Actions |
|------|-------------------|---------|-------|--------|---------|
| | Publicity | | | | |
| | Equipment | | | | |
| | Supplies | | | | |
| | Audio/video | | | | |
| | Decorations | | | | |
| | Food & Beverages | | | | |
| | Procurement | | | | |
| | Set-up / Clean-up | | | | |
| | Other | | | | |

After Action Report

| Financial Analysis | | |
|--------------------|----------|---|
| Sales: | \$483.91 | Notes: Evaluated as encouraging results for inaugural event.. House was filled 83% capacity- and next years addition of lead time for advertising and pricing structures will make this a staple. Income boosted by further sales at F/B operation, and interest was shown in the pro Shop construction- which will inevitably lead to ancillary sales at times length. |
| COGS: | 210.00 | |
| Other Revenues: | | |
| Labor: | 120.00 | |
| Other Expenses: | | |
| NIBD: | 6.82% | |

| Program Analysis | |
|---|--|
| Attendance: | 32 players, also some non-bowlers present. |
| Indicator/Measure of Success: | |
| Event did not post loss- and inquiry for future parties was made by Kelso party | |
| Elements to Change: As event matures – more elaborate F/B is possible as attendance price increases. | |
| Elements to Eliminate: We will limit the distribution of favors and champagne. At this inception event-overproduction/ customer service is at a premium until the customer base ‘trains” itself to know what to expect. | |
| Elements to Add: As event matures- one can stage “tournament “ within the party- I.E.- No tap after midnight (bundling events and increasing profits) | |
| Other Comments: I was very pleased for this as a germinal event. | |